

octadecanol	0.01– 10.0
eicosanol	1.0 – 25.0
docosanol	10.0 – 60.0
tetracosanol	20.0 – 60.0
hexacosanol	1.0 – 30.0

37. (new) A mixture of phytosteryl fatty acyl esters comprising beta-sitosteryl ester, beta-sitostanyl ester, campesteryl ester, campestanyl ester and stigmasteryl ester having the following quantitative composition in approximate weight percentage:

beta-sitosteryl ester	45-70
beta-sitostanyl ester	10-25
campesteryl ester	3-15
campestanyl ester	1-10
stigmasteryl ester	0.01-5

38. (new) A food formulation comprising the mixture of higher primary aliphatic alcohols having the following quantitative composition in approximate weight percentage:

octadecanol	0.01– 10.0
eicosanol	1.0 – 25.0
docosanol	10.0 – 60.0
tetracosanol	20.0 – 60.0
hexacosanol	1.0 – 30.0

39. (new) A food formulation comprising the mixture of higher primary aliphatic alcohols having the following quantitative composition in approximate weight percentage:

octadecanol	0.01– 10.0
eicosanol	1.0 – 25.0
docosanol	10.0 – 60.0
tetracosanol	20.0 – 60.0
hexacosanol	1.0 – 30.0

and the mixture of phytosteryl fatty acyl esters comprising beta-sitosterol ester, betasitostanol ester, campesterol ester, campestanol ester and stigmasterol ester having the following quantitative composition in approximate weight percentage:

beta-sitosteryl ester	45-70
beta-sitostanyl ester	10-25
campesteryl ester	3-15
campestanyl ester	1-10
stigmasteryl ester	0.01-5

wherein the ratio of the approximate weight of the mixture of phytosteryl esters to the approximate weight of the mixture of higher primary aliphatic alcohols in the food formulation is in the range from 20 to 50.

40. (new) The food formulation of claim 38 further comprising a food substance selected from the group consisting of table margarine, butter, mayonnaise, edible oil, milk, chocolate, cheese, ice cream and yogurt and wherein the approximate weight percentage of the mixture of higher primary aliphatic alcohols of the food formulation is in the range of 0.02 to 0.4

41. (new) The food formulation of claim 39 further comprising a food substance selected from the group consisting of table margarine, butter, mayonnaise, edible oil, milk, chocolate, cheese, ice cream and yogurt and wherein the weight percentage of the mixture of higher primary aliphatic alcohols and phytosterol esters of the food formulation is in the range from 0.075 to 0.55

42. (new) A method of administering the food formulation of claim 36 to humans comprising orally administering a daily amount of 10 to 100 g of said food formulation.

43. (new) A method of administering the food formulation of claim 37 to humans comprising orally administering a daily amount of 10 to 100 g of said food formulation.

44. (new) A method of using the food formulation of claim 40 in humans for the reduction of serum cholesterol levels comprising administering orally to said humans a daily amount of 10 to 100 g of said food formulation.

45. (new) A method of using the food formulation of claim 41 in humans for the reduction of serum cholesterol levels comprising administering orally to said humans a daily amount of 10 to 100 g of said food formulation.

46. (new) A pharmaceutical formulation comprising the mixture of higher primary aliphatic alcohols having the following quantitative composition in approximate weight percentage:

octadecanol	0.01– 10.0
eicosanol	1.0 – 25.0
docosanol	10.0 – 60.0
tetracosanol	20.0 – 60.0
hexacosanol	1.0 – 30.0

47. (new) A pharmaceutical formulation comprising the mixture of higher primary aliphatic alcohols having the following quantitative composition in approximate weight percentage:

octadecanol	0.01– 10.0
eicosanol	1.0 – 25.0
docosanol	10.0 – 60.0
tetracosanol	20.0 – 60.0
hexacosanol	1.0 – 30.0

and the mixture of phytosteryl fatty acyl esters comprising beta-sitosterol ester, betasitostanol ester, campesterol ester, campestanol ester and stigmasterol ester having the following quantitative composition in approximate weight percentage:

beta-sitosteryl ester	45-70
beta-sitostanyl ester	10-25
campesteryl ester	3-15
campestanyl ester	1-10
stigmasteryl ester	0.01-5

wherein the ratio of the weight of the mixture of phytosteryl esters to the weight of the mixture of higher primary aliphatic alcohols in the food formulation is in the range from 20 to 50.

48. (new) The pharmaceutical formulation of claim 46 further comprising a pharmaceutically acceptable excipient, binder, stabilizer, lubricant, preservative or coating agent, wherein the weight percentage of higher primary aliphatic alcohols in the pharmaceutical formulation is in the range of 0.5 to 5.

49. (new) The pharmaceutical formulation of claim 47 further comprising a pharmaceutically acceptable excipient, binder, stabilizer, lubricant, preservative or coating agent, wherein the weight percentage of higher primary aliphatic alcohols in the pharmaceutical formulation is in the range of 15 to 50.

50. (new) A method of administering the pharmaceutical composition of claim 48 comprising administering a daily dosage of 50 to 500 mg.

51. (new) A method of administering the pharmaceutical composition of claim 49 comprising administering a daily dosage of 0.5 to 5 g.

52. (new) A method of using the pharmaceutical formulation of claim 48 for the reduction of serum cholesterol levels in humans comprising orally administering to said humans the pharmaceutical composition at a daily dosage of 50 to 500 mg.

53. (new) A method of using the pharmaceutical formulation of claim 49 for the reduction of serum cholesterol levels or the reduction of the ratio of LDL cholesterol/HDL cholesterol in humans comprising orally administering to said humans the pharmaceutical composition at a daily dosage of 50 to 500 mg.

54. (new) The pharmaceutical compositions of claim 46 in the form tablets, capsules, pills or syrup.

55. (new) The pharmaceutical compositions of claim 47 in the form tablets, capsules, pills or syrup.